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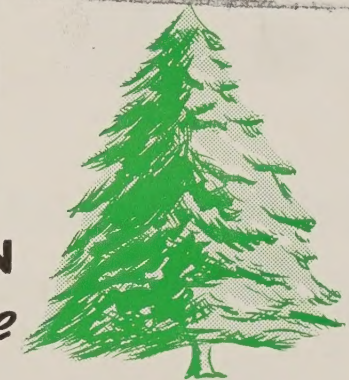
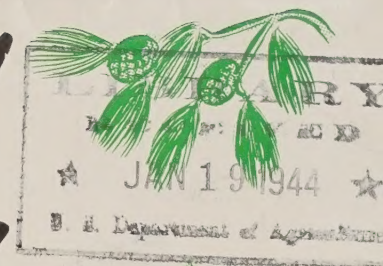
special list of hardy evergreens



1944

How *ONLY* \$1
Will *Beautify*
Your Grounds!

Wonderful BARGAINS IN
Guaranteed-to-Live
EVERGREENS



You GET 6 Practical Benefits

FROM MY GUARANTEED-TO-LIVE TREES!

An Evergreen planting does *far more* than beautify your home. Evergreens are not only highly decorative but *useful*. For example:

1 They're ideal boundary markers. Plant them as a hedge or stand on your property lines! You'll have boundary markers much more attractive than a fence or wall — more permanent — less expensive to put up — with *no* maintenance cost.

2 Make your property *worth more*. Artistic, luxurious Evergreens increase your home's attractiveness so much that they make it more desirable — *raise its real estate value*.

3 Shut out *unpleasant views*. Neighboring "eyesores" hurt your property value. Black out offensive views with a beautiful, fragrant curtain of my low-cost Evergreens!

4 Assure *seclusion*. Plant a tall, thick Evergreen hedge or stand around your grounds and enjoy full privacy! This is worth far more than your trees cost.

5 Cut *fuel bills*. Set a thick hedge along your foundation wall and a tall stand on the side of your land where the coldest winds come from! They'll break the wind so much your fuel savings will be considerable.

6 Evergreens can *make money* for you. You can net a good profit raising and selling them as Christmas Trees! Send for my Special Bulletin on how to do this.



Colorado Blue Spruce



White Pine



Austrian Pine



American Arborvitae

Here's What You Should Know About Your Evergreens

American Arborvitae. Also called White Cedar. Excellent for hedges and windbreaks. Dark green foliage. Easily pruned. Moist soil. Mature height 40 to 60 ft.

Balsam Fir. Symmetrical, fragrant. Flat, blue-green needles. Prefers medium to heavy soil, thrives in shade. Mature height about 50 ft.

Douglas Fir. Soft dark green to gray-blue needles. Rapid grower. Medium soil. Mature height about 70 ft.

Fraser Fir. Shining dark green foliage with white bands underneath. Grows in medium to moist soil. Mature height about 70 ft.

Canadian Hemlock. Lacy foliage — easily pruned. Prefers shade. Moist soil. Mature height about 70 ft.

European Larch. Bright green feather foliage. Deciduous. Moist soil. Slender, pyramidal form. Very fast growing. Mature height 60 to 90 ft.

Oriental Larch. Feathery foliage. Semi-symmetrical. Very fast growing. Mature height 60 to 75 ft.

Austrian Pine. Deep green foliage. Prefers rich, light loam with well-drained sub-soil. Particularly good for city and seashore planting. Mature height about 50 ft.

Jack Pine. Fast growing. Warm, yellow-green foliage. Shortest needles of any Pine. Excellent for planting in barren sand. Mature height 40 to 50 ft.

Mugho Pine. Dwarf, spreading, slow growing. Hardy except in wet soil. Prunes at any height. Mature height 6 to 10 ft.

Red Pine. Dense foliage. Rapid-growing. Thrives in dry soil, needs sun. Mature height about 100 ft.

Scotch Pine. Rapid-growing. Ornamental, light gray-green foliage. Will grow in poor soil. Best for quick-growing screens. Mature height 50 to 60 ft.

White Pine. Rapid grower. Prefers light, sandy soil. Spreading limbs, but easily adapted to windbreaks and screens. Mature height about 90 ft.

Colorado Blue Spruce. Color ranges from light blue-green to beautiful blue. Grows in most any soil. Prefers sun. Mature height about 80 ft.

Engelmann Spruce. Blue-green to steel blue. Moist soil. Mature height about 60 ft.

Norway Spruce. Dark green, graceful, symmetrical tree. Makes excellent hedges and windbreaks. Heavy soil, will grow in partial shade. Mature height about 80 ft.

Red Spruce. Red-green bark, dark green foliage. Makes good hedges. Mature height 70 to 80 ft.

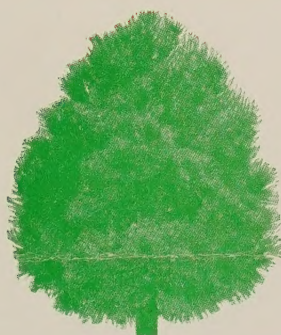
White Spruce. Symmetrical. Light, silvery-green foliage. Makes good hedges and windbreaks. Moist soil, will grow in partial shade. Mature height 60 to 75 ft.

How to Choose Your Trees

Conditions of soil, sun and shade, and how you plan to use your Evergreens, should determine your selection of trees. For example: *Windbreaks and screens:* Plant American Arborvitae, Norway Spruce, Scotch Pine, White Pine or White Spruce. *Decorations:* Colorado Blue Spruce, Engelmann Spruce, Scotch Pine. *Hedges:* American Arborvitae, Canadian Hemlock, Norway Spruce, Red Spruce, White Spruce. *Poor soil:* Austrian Pine, Scotch Pine. *Sandy soil:* Jack Pine. For further information, see descriptions in box above.

Thousands of Customers Praise My Evergreens

From all over the country I get thousands of letters from delighted people who have bought my Evergreens, praising their fine, healthy condition, the remarkable way they have flourished and grown — saying that *every one* of my trees has *lived*! All these people are mighty pleased with my *surprisingly LOW* prices, too. Many say my prices are ONLY 1/5 to 1/10 what other nurserymen would have charged them!



Scotch Pine



Red Pine



White Spruce



Norway Spruce

LOW PRICES? YOU'LL BE *Astonished!* TURN THIS PAGE →



EVERY TREE LISTED HERE IS *GUARANTEED-TO-LIVE!*

Spring Special

My Red Pines are exceptionally luxuriant and beautiful this year. They'll make you a wonderful screen, windbreak or property improvement! I want you to enjoy these lovely trees — so here's my Special Spring Bargain:

50 RED PINES

Only **\$3.00** postpaid*

4 years old — transplanted — 5 to 10 inches tall — *guaranteed to live.*

ORDER NOW!

READ my Guarantee at the right — it's *unique!* I can make it only because the harsh Maine climate — below-zero cold and broiling heat — makes my trees extraordinarily *tough* and *hardy*, able to flourish and grow practically *anywhere*. After their first year I give them no care, except to cultivate and transplant them at the proper time to make their roots strong and well developed. The weak trees are killed by the severe Maine climate — so you get the *cream* of the lot — Evergreens so hardy they'll live under most *any* conditions. Roots are tough, branches thick, foliage fresh and luxuriant!

You *Can't* Get a Guarantee Like This from *Any Other* Nursery in America!

Guarantee

I GUARANTEE to replace WITHOUT CHARGE any tree ordered from this folder which does not live — provided you tell me before October 1, 1944, how many trees must be replaced.

Cliff Eastman
The Living-Tree Nurseryman

You Need NO Knowledge of Trees

You don't have to know *anything* about trees to raise my Evergreens! Every one has been transplanted at least once before you receive it. It's thoroughly seasoned — toughened to stand without harm the shock of your planting it. Moreover, I send with your order a complete Instruction Booklet which explains fully and clearly just how to plant and care for your trees. That's *easy* — anyone can do it! Once you've planted my Evergreens, they require almost *no* care — they're in such splendid, hardy condition.

Plant your trees as soon as you receive them — before the roots dry out. Then watch them *grow!* In only a few years one of my 15c or 20c trees will be worth several dollars.

Now See Below *How LITTLE* a Planting Costs!

Read the prices in the big box below — then the 4 amazing Bargain Specials at the left of it. You *can't* get trees as fine as these for prices *anywhere near as LOW* — no matter where you look! The only reason I can afford to make prices like these is my big volume of business and quick turnover. Here in my nursery I have 10 million trees under cultivation — *every year* I send millions of Evergreens to every part of the United States.

Lots of folks want my Trees! Advance orders usually exhaust supplies of some varieties by the time digging starts. Please don't risk disappointment. Let me reserve *your* Trees. Send me your order NOW!

Think What You *SAVE* with These Spring Prices

BARGAIN SPECIAL NO. 1

10 *Colorado Blue Spruce Trees*

Only **\$1.00** postpaid*

22 only **\$2.00** postpaid*

Four years old, transplanted trees, 4 to 8 inches tall. Most popular of all ornamental trees. All Guaranteed to Live.

Here's What My Customers Say

WORTH SEVERAL TIMES THE PRICE

"I want you to know how pleased we are with the splendid trees you sent us. They are worth several times the price."

Mrs. H. P., Brodhead, Wis.

NEVER LOST A TREE

"This is my third order, and I have never lost a tree. If I had the money, I would buy a thousand!"

M. G., Pittsburgh, Pa.

FINEST TREES RECEIVED

"Your trees are all you say. They are the finest received — have grown and are getting more beautiful every day. Not a set-back after planting!"

C. S., Joliet, Ill.

ALL 250 TREES LIVED!

"Sixteen or 17 years ago, I got 250 of your Evergreens. I wish you could see them now! I can't tell you all the compliments I've had on them — and I didn't lose a single one."

A. W. H., Rome, Ohio

EVERY ONE HEALTHY

"I have purchased your trees for the last five years. Some are 5 feet tall, and every one is fine and healthy. There are no better trees to be bought!"

E. H. W., Somerset, Pa.

GROW LIKE MAGIC

"I can't express the joy these trees have brought me. They seem to grow like magic!"

Mrs. R. K., Riverside, Ill.

BARGAIN SPECIAL NO. 3

50 Trees

Only **\$3.00** prepaid*

25 only **\$1.75** prepaid*

Four and five years old, transplanted trees, 5 to 12 inches tall. Either 10 each or 5 each of the following 5 varieties: American Arborvitae, Mugho Pine, Norway Spruce, Red Pine, White Spruce

Trees shipped by parcel post or express, prepaid. All Guaranteed to Live.

BARGAIN SPECIAL NO. 2

50 Trees

Only **\$2.00** postpaid*

25 only **\$1.00** postpaid*

Three years old, transplanted trees, 3 to 8 inches tall. Either 10 each or 5 each of the following 5 varieties: Austrian Pine, Douglas Fir, Jack Pine, Red Pine, Red Spruce

All Guaranteed to Live.

Planting Time

Your Trees will be ready to plant as soon as they arrive. Living south of me, your growing season starts before mine does here in Maine. I have to wait till the frost leaves the ground before I can dig your Trees. Often this is around the middle of April—sometimes before. As soon as it's possible, I'll dig and ship your Evergreens. Plant them at once when they arrive. They'll be ready to burst into quick-growing life!

BARGAIN SPECIAL NO. 4

20 Trees

Only **\$4.00** Prepaid*

All 5 year transplanted Trees, 6 to 15 inches tall. 5 each of the following 4 varieties: Red Pine, Mugho Pine, White Spruce, Balsam Fir

Trees shipped by parcel post or express, prepaid. All Guaranteed to Live.

VARIETY	AGE	SIZE	PER 100	PER 25	PER 10	PER 5
AMERICAN ARBORVITAE	5T	5 to 10 in.	\$12.00	\$3.50	\$2.00	\$1.15
BALSAM FIR	4T	4 to 8 in.	15.00	4.00	2.25	1.25
FRASER FIR	4T	4 to 8 in.	18.00	4.75	2.75	1.50
CANADIAN HEMLOCK	5TT	6 to 12 in.	35.00	9.25	4.50	2.50
EUROPEAN LARCH	3T	8 to 15 in.	12.00	3.50	2.00	1.15
EUROPEAN LARCH	4T	10 to 18 in.	15.00	4.00	2.25	1.25
ORIENTAL LARCH	3T	6 to 12 in.	12.00	3.50	2.00	1.15
AUSTRIAN PINE	3T	5 to 10 in.	12.00	3.50	2.00	1.15
JACK PINE	3T	4 to 8 in.	8.00	2.50	1.25	.75
MUGHO PINE	4T	4 to 8 in.	15.00	4.00	2.25	1.25
RED PINE	4T	6 to 12 in.	10.00	2.75	1.50	.85
SCOTCH PINE	4TT	6 to 12 in.	12.00	3.50	2.00	1.15
SCOTCH PINE	5TT	10 to 18 in.	18.00	4.75	2.75	1.50
WHITE PINE*	4T	6 to 12 in.	12.00	3.50	2.00	1.15
WHITE PINE*	5T	8 to 15 in.	15.00	4.00	2.25	1.25
COLORADO BLUE SPRUCE	5TT	4 to 8 in.	20.00	5.50	2.75	1.50
COLORADO BLUE SPRUCE	6TT	6 to 12 in.	30.00	8.00	4.00	2.25
ENGELMANN SPRUCE	5T	5 to 10 in.	15.00	4.00	2.25	1.25
NORWAY SPRUCE	4T	5 to 10 in.	10.00	2.75	1.50	.85
RED SPRUCE	4T	5 to 10 in.	10.00	2.75	1.50	.85
WHITE SPRUCE	4T	5 to 10 in.	10.00	2.75	1.50	.85
WHITE SPRUCE	5TT	6 to 10 in.	15.00	4.00	2.25	1.25

"T" after age of tree means one transplanting; "TT" means two transplantings

* White Pine may be shipped into all states (and the District of Columbia) except Arizona, California, Colorado, Georgia, Kentucky, Nevada, New Mexico, North Carolina, South Carolina, Tennessee, Utah, and Wyoming. If you wish 250 or more trees of the same kind and size, ask for wholesale price list.

Because of the excessive cost of packing small orders, no order will be accepted for less than five trees, and no order for less than one dollar value. All orders must be in multiples of five trees of one kind and size.

SHIPPING WEIGHTS

All prices on this page F. O. B. Fryeburg, Maine. Cash with order, or shipped C. O. D. if one-half amount accompanies order. Approximate shipping weights: 3 and 4 yr., once transplanted, average 10 lbs. per 100 trees; 5 yr., twice transplanted, average 30 lbs. per 100 trees; 6 yr., twice transplanted, average 35 to 50 lbs. per 100 trees.

LARGER TREES

Larger trees than those offered in this price list must be handled with a ball of earth around roots, which makes transportation charges excessive unless you live in Maine or New Hampshire. Outside those states, buy larger trees from your local nurseryman.

* On all special offers, add 15c for postage or express on each shipment west of Mississippi River or south of North Carolina and Tennessee

Select Your Guaranteed-to-Live Trees Now — Mail Your Order Today!

WESTERN MAINE FOREST NURSERY — FRYEBURG, MAINE

*How to
Plant
and
Care for
Your
Evergreens*



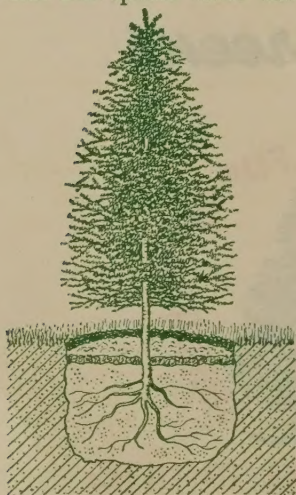
FRYEBURG · MAINE

When Your Trees Arrive

When your trees arrive get them from the express company or post office immediately. Plant them just as soon as you receive them if possible. If you cannot plant them at once, place them in a cool cellar. Cover the roots with damp earth or leave them wrapped in the sphagnum moss with which they are shipped. If left wrapped in the moss, both the moss and the roots should be moistened but not drenched. Do not allow the roots to become dry at any time as this is fatal to an evergreen tree.

How to Plant Your Trees

Dig holes for your trees wide enough so that the roots may be well spread out. Be sure to make the sides of the holes straight up and down. Place tree in hole and spread roots out well. Pour a little water in



the hole, then pack dirt firmly around roots. Continue filling hole with dirt, packing firmly, to about 1 inch from the top. Tramp this down solidly to prevent air from getting down to the roots. Fill the rest of the hole with loose dirt, leaving a quarter of an inch at the top to catch water. Fertilizer should be used sparingly on top of the ground only, if at all.

Where to Plant

Each variety of Evergreen requires certain kinds of soil (and sometimes certain conditions of sun or shade) for hardy growth. Be sure to give your trees the right conditions, as follows:

American Arborvitae. Prefers moist soil.

Red Cedar. Needs good soil.

Balsam Fir. Prefers medium to heavy soil, thrives in shade.

Concolor Fir. Needs moist soil.

Douglas Fir. Grows well in medium soil.

Canadian Hemlock. Needs moist soil, prefers shade but will live in sunlight.

European Larch. Prefers moist soil.

Austrian Pine. Needs a rich, light loam with a well-drained sub-soil.

* **Jack Pine.** Grows in any soil, even barren sand.

Mugho Pine. Hardy everywhere except in moist soil.

Red Pine. Thrives in dry soil, needs sunlight.

* **Scotch Pine.** Will grow in poor soil.

White Pine. Prefers light sandy soil.

Black Hill Spruce. Needs medium wet soil.

* **Colorado Blue Spruce.** Grows in any soil, prefers sunlight.

Engelmann Spruce. Needs good moist soil.

Norway Spruce, Red Spruce, White Spruce.

All prefer heavy soil and will grow in partial shade.

* (Of course, trees which will grow in poor soil will grow also in good soil.)

Spacing

If you are planting your trees in your garden to let them grow a few years before placing them in their permanent locations, plant them about a foot apart. In two years, if you are not ready to place them permanently, be sure to transplant them, spacing them

two feet apart. *Planting for a hedge:* if planting for a hedge 6 ft. or less in height, evergreen trees should be planted 2 to 2½ feet apart in a single row. *Planting for a windbreak:* if planting a single row windbreak, space the trees 6 feet apart. For a double row windbreak space your trees 8 ft. apart and the rows 8 ft. apart, but alternate the trees in the two rows so that they are not opposite each other.

Care After Planting

The roots of your trees are pruned here in the nursery before being sent to you. As they grow you may wish to prune the tops to control the growth or shape. Such pruning can be done at any time of the year. In pruning be sure to use sharp tools. Make all cuts clean and sharp. In removing branches leave no stub ends.

The use of fertilizer will make growth more rapid. However, for ornamental trees this is usually not desirable, since the faster growth makes the branches grow too far apart, and thus detracts from the appearance of the trees.

Trees planted carefully, in the proper soil, will usually require very little care except that the weeds and grass should not be allowed to grow up around them and choke them out. Occasionally as they increase in size the tips of some of the branches will need to be pruned to improve the shape. In times of extreme drought, it may be necessary to give the trees a little water.

The Evergreens I send you are healthy, hardy trees. Pay them the slight amount of attention they need — you will have your reward in beauty!

T. C. Eastman

The Living-Tree Nurseryman



Enjoy a More Beautiful Home
at

Amazingly **LOW** Cost!

READ ABOUT MY
Guaranteed-to-Live EVERGREENS



Cliff Eastman

The Living-Tree Nurseryman

"I can make your grounds beautiful with my
Guaranteed-to-Live Trees — at low cost!"

SEE the fascinating beauty — the *charm* and *distinction* — the handsome Evergreens add to the home shown below! How bare and unattractive the grounds would look without trees!

Your grounds can be beautiful, too. All you need is a tasteful planting of my choice, specially selected Evergreens along your walks and driveway — shielding your foundation wall, framing your door — decorating your boundary lines with brilliant, luxuriant green. Nothing will so *tremendously improve* the appearance of your property — and no improvement you can make will cost so *LITTLE*!

to enjoy the beauty of my hardy, Maine-grown Evergreens. For I know many folks miss the *real* joy of living trees — with their forest-scented odor permeating your entire grounds!

It's my ambition
to enable *everyone*

Evergreens Raise Your *Property* Value

Yes, my lovely trees will make your home more attractive — will make it more valuable. My Guaranteed-to-Live Trees are *far more* than just ornamental. Read on inside pages how they will benefit you in many *practical* ways.

*See What My Evergreens
Will Do For YOU!*

